

**State Street Preparing for Construction Brainstorming Workshop**  
**Thursday, November 09, 2006**

Concerns About Construction			
Communication	Traffic	Safety	Loss of Business
Communication From UDOT to Businesses	Traffic Congestion	Safety Issues	Sales Impacts
Communication with Businesses/Customers/Employees	Traffic Flow/Speed		Patron Encouragement
Signage			Losing Customers
Communication with Contractor			No Business
Communication <u>No</u> Surprises!			Diversion of Customers to Better Accessible Areas
			Lost Business
Access	Length of Construction	Utilities	Miscellaneous
Customer and Vendor Access	Holidays & Events	Utility Outages	Work double shifts and get it done in 1/2 the time
Traffic Flow In and Out of Business	Start in Peak Holiday Time	Utility Disruptions	Dirt and Mess Issues
Access Closures			Dust Control
Lack of Access			
Parking			
Blocked Access			
Closed Intersections			

What can businesses do to mitigate the above concerns?	
Create a calling tree or business support system	Work with neighboring businesses--work together
Establish a rapport with construction foreperson	Think of your employees
Have CCC's establish contact with business community	People on the street handing out "party favors" to stopped traffic
Meeting with utility company one-on-one as well as contractor	Conduct "block parties" to elevate traffic flow
Get to know construction workers in front of your business	Use direct mailings and other forms of advertising to raise awareness
Stay up-to-date with progress and communicate updates to customers	Use local city resources to encourage local residents to support local businesses
Communicate alternate routes to your business if applicable	Business community collectively advertise (i.e. South Towne Auto Mall)
Work with fellow business partners in communicating concerns	Proactive communication with customers
Networking/call tree (businesses) contact lists from contractors, UDOT, Utilities	Customer incentives
Referring complaints/resource to commuters	Positive outlook for employees to communicate to business guests (focus on end result to stay positive)
Send out a customer mailing to show good access points to business	Employee incentives/rewards to eliminate their frustration
Create and distribute business contact list	Effective signage and advertising
Partner with other businesses to keep customers informed (i.e. flyers)	Relaxing of sign ordinances
Define alternate routes	Create own signage for access (promotions)
Left turn access	Group promotion
Promotions/special "deals"	Street walking -- Thank you
Loyalty Programs	Additional promotions
Construction Bucks	Customer appreciation programs
Flyers/Communicate with patrons	Extend hours to accommodate construction delays
Extend hours -- make customers feel special	Help determine where business accesses are
Refer to surrounding businesses for services	Construction Bus
Cater to construction workers	Free ride zone on UTA
Dress up employees	Utility Information
Low cost advertising	Utility map--Informative
Frequent Diner cards	10% discounts